



American Media Advocacy  
815 Slaters Ln  
Alexandria, VA 22314-1219

<b>Contract #</b>	<b>864323</b>
<b>Schedule Dates</b>	10/29/12-11/05/12
<b>Advertiser</b>	National Rifle Association (395333)
<b>Agency</b>	American Media Advocacy (9204)
<b>Product</b>	Political - US President (1174)
<b>Brand</b>	Democrat (Anti) (177520)
<b>Salesperson</b>	Blair, Cheryl (2205)
<b>Sales Office</b>	TeleRep - Philadelphia
<b>Buyer Name</b>	MEDIAASSISTANT,AMAG
<b>Phone/Fax</b>	(800) 672-3888 /
<b>CPE</b>	137/490/3474
<b>Account Types</b>	National/Political PAC - Agency
<b>Billing Type</b>	Weekly/Irregular
<b>Comments</b>	NRA 10/29 ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

Date Entered	10/25/12
Last Modified	10/25/12
Entered By	Penne Marsh
CO-OP	No
Headline #	06397052
Demo	
Order Type	Normal
Package Deal	
Commission %	15.00
Commission	\$630.00
Net Total	\$3,570.00
Sales Tax	

NORFOLK (WVEC) (WVEC)		
<u>By Broadcast Month</u>	<u>Spots</u>	<u>Rate</u>
Nov. 2012	13	\$4,200.00
Grand Total:	13	\$4,200.00

[illegible]

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b> <span style="font-size: 1.2em; margin-left: 40px;">WVEC Norfolk</span>	<b>Date:</b> <span style="font-size: 1.2em; margin-left: 20px;">10/26</span>
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I, Jonathan Ferrell  
do hereby request station time concerning the following issue:

National Rifle Association
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Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	As Ordered				

<b>Total Charges:</b>	<span style="font-size: 1.5em;">\$ 3,570</span>
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This broadcast time will be used by: National Rifle Association

<b>Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"</b>	
<input type="checkbox"/> Yes	<input type="checkbox"/> No

# 864323

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☒ a committee; ☐ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACMENT OF ADVERTISING.**

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.

**TO BE SIGNED BY ISSUE ADVERTISER**

\_\_\_\_\_  
Date                      *John Full*                      Signature                      703-683-4877                      Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

☒ Accepted                      ☐ Accepted in Part                      ☐ Rejected  
*Penne Marsh*                      Penne Marsh                      NSC  
Signature                      Printed Name                      Title